



MASTERCLASS – HUMAN CENTRICITY IN ACTION

“ Unlocking Success with the Life Aspiration and Value Creation Models ”

• OVERVIEW

In today’s rapidly evolving world, organisations thrive by placing humans at the center of their strategies. This masterclass equips leaders and teams with the tools to embrace human-centricity by integrating the Life Aspiration Model and the Value Creation Model into their business practices. By addressing deeper human needs and aligning them with impactful value propositions, participants will learn how to foster meaningful connections, inspire innovation, and drive sustainable growth. You’ll leave equipped with frameworks and tools to create transformative value for individuals and your organisation.

• WHAT WILL YOU LEARN?

1. **Understanding Life Aspirations** - Explore the core human desires—such as purpose, belonging, and growth—and how they influence decisions, behaviors, and motivations.
2. **Applying the Value Creation Model** - Discover how to design strategies and solutions that not only meet customer needs but also create lasting value for them.
3. **Fostering Human-Centric Innovation** - Learn how to align organizational goals with the aspirations of individuals to unlock creativity, engagement, and loyalty.

• KEY HIGHLIGHTS

1. **Introduction to the Life Aspiration Model** - Unpack the universal human desires that drive fulfillment and learn how these aspirations can serve as a foundation for innovation.
2. **The Value Creation Framework** - Bridge the gap between individual aspirations and organizational goals to design initiatives that deliver mutual value for customers
3. **Interactive Exercises and Case Studies** - Participate in practical workshops that analyse real-world applications of human-centric strategies from industries that leverage aspirations for business growth.
4. **Transforming Teams and Cultures** - Explore actionable steps to foster human-centricity within your teams and culture that also inspires personal and professional growth.

• DETAILS

Duration: Half-day or Full-day options available

Format: Interactive and engaging, with opportunities for discussion and collaboration

Facilitator: Christophe Jauquet, keynote speaker and thought leader on human centricity

Download the templates [here](#).